

DATE: *Monday*  
TIME: *3:29*  
SPONSOR: THE PLEASANT TIME JEWELRY STORE  
SOLICITOR: LM

TIME IS FLYING BY! IS YOUR WATCH KEEPING UP THE PACE?

IF YOU'RE NOT SURE ITS RIGHT WHY NOT TAKE YOUR WATCH

DOWN TO THE PLEASANT TIME JEWELRY STORE FOR A CAREFUL

CLEANING? YOU WILL BE WELL SATISFIED WITH THE RESULTS *and REASONABLE PRICES*  
*you'll*

AND HAVE YOUR WATCH BACK IN THE SHORTEST POSSIBLE TIME.

~~BE CAUSE THE PRICE WILL BE REASONABLE~~ WHILE DOWN AT PLEASANT

TIME LOOK OVER THEIR EXCITING NEW WATCHBANDS, STYLED

JUST RIGHT TO ADD SPARKLING NEW FASHION TO YOUR WATCH.

DRESS UP YOUR WATCH WITH ONE OF THE ~~MAIN~~ WONDERFUL

WATCHBANDS YOU'LL FIND AT PLEASANT TIME. WHILE DOWN

THERE DON'T FORGET TO PICK UP A FEW EXTRA ROLLS OF FILM

FOR YOUR SPRING PICTURE-TAKING. THIS IS PERFECT WEATHER

TO SNAP SOME SHOTS OF THE CAMPUS AND THERE ~~ISN'T~~ MUCH

TIME LEFT TO CATCH YOUR SENIOR FRIENDS ON CELLULOID.

THIS WEEK, WHY NOT STOP IN AT PLEASANT TIME, NOW LOCATED

AT 243 MAIN STREET, WHERE SHOPPING PLEASURE AWAITS YOU.

YOU ARE NOW TUNED TO WCSR, THE VOICE OF SMITH COLLEGE,

NORTHAMPTON, 600 ON YOUR DIAL. THE CORRECT TIME IS 3:30

ANNOUNCER'S SIGNATURE:

DATE: *May 10, 1954*  
*MacRowitz*



DATE: *May 10, 1954*  
TIME: 3:30  
SPONSOR: THE PLEASANT TIME JEWELRY STORE  
SOLICITOR: LM

TIME IS FLYING BY! IS YOUR WATCH KEEPING UP THE PACE?  
IF YOU'RE NOT SURE ITS RIGHT WHY NOT TAKE YOUR WATCH  
DOWN TO THE PLEASANT TIME JEWELRY STORE FOR A CAREFUL  
CLEANING? YOU WILL BE WELL SATISFIED WITH THE RESULTS AND REASONABLE PRICE  
AND HAVE YOUR WATCH BACK IN THE SHORTEST POSSIBLE TIME.  
~~IT'S THE PLEASANT TIME JEWELRY STORE. WHILE DOWN AT PLEASANT~~  
TIME LOOK OVER THEIR EXCITING NEW WATCHES, STYLISH  
JUST RIGHT TO ADD SPARKLING NEW FASHION TO YOUR WATCH.  
DRESS UP YOUR WATCH WITH ONE OF THE MANY WONDERFUL  
WATCHES YOU'LL FIND AT PLEASANT TIME. WHILE DOWN  
THERE DON'T FORGET TO PICK UP A FEW EXTRA ROLLS OF FILM  
FOR YOUR SPRING PICTURE-MAKING. THIS IS PERFECT WEATHER  
TO MAKE SOME SHOTS OF THE CAMPS AND THERE ISN'T MUCH  
TIME LEFT TO CATCH YOUR SENIOR FRIENDS ON CELLULOID.  
THIS WEEK, WHY NOT STOP IN AT PLEASANT TIME, NOW LOCATED  
AT 245 MAIN STREET, WHERE SHOPPING TREASURE AWAITS YOU.  
YOU ARE NOW TUNED TO WGSB, THE VOICE OF SMITH COLLEGE,  
NORTHAMPTON, 600 ON YOUR DIAL. THE CORRECT TIME IS 3:30

ANNOUNCER'S SIGNATURE:  
DATE: *May 10, 1954*  
*W. J. B. [Signature]*